

BUSINESS, COLLEGE PREP
(BUS CLG PRP)

Business, College Prep is a senior-level business course for college-bound students. Students will learn the functions performed by business and the role of business in their personal and professional lives. Areas of study include business management, finance, business law, human resources, marketing, information management, business trends, entrepreneurship, and business career options. Instructional strategies should include simulations, projects, team activities, Internet research, and cooperative ventures between the school and local businesses.

- Recommended Grade Level: 12
- Recommended Prerequisite: Computer Applications
- Credits: A one- or two-credit course over one or two semesters
- Counts as a Directed Elective or Elective for the General, Core 40, Core 40 with Academic Honors and Core 40 with Technical Honors diplomas
- A Career Academic Sequence, Career-Technical program, or Flex Credit course
- Course content standards/performance expectations and Indiana Academic Standards integrated at: <http://www.doe.in.gov/octe/bme/curriculum/contentstandards.htm>
- Teacher Requirements: <http://doe.in.gov/dps/licensing/assignmentcode>
- Career Clusters: This course may be included as a component for career pathways in all Indiana career clusters
- Career pathway information: <http://www.doe.in.gov/careerpathways>

Course Content Standards and Performance Expectations

BCP 1 Business Marketing

BCP 1.1 Content Standard: Students understand the role of technology in marketing and describe how it can be used to improve marketing effectiveness.

Performance Expectations

BCP 1.1.1 Explain how consumer databases can be used to better identify, reach and satisfy customers

BCP 1.1.2 Explain how the Internet can be used to increase promotion and distribution effectiveness

BCP 1.2 Content Standard: Students understand the marketing concept and describe how successful business organizations apply it.

Performance Expectations

BCP 1.2.1 Explain what the marketing concept is and how it evolved

BCP 1.2.2 Identify what customer satisfaction is and why it is important to marketers

BCP 1.2.3 Know what environmental scanning (competitive, economic, technical, legal/regulatory, socio-cultural) is and why it is important in developing a marketing plan

BCP 1.2.4 Explain the marketing research process, and the purpose of marketing research

BCP 1.2.5 Explain the concept of market segmentation and how it is used to develop target markets

BCP 1.2.6 Know the elements of the marketing mix (product, price, place and promotion) and why all are important for achieving marketing goals.

BCP 2 Business Environment

BCP 2.1 Content Standard: Students acquire knowledge of global and domestic economics that enables students to be intelligent consumers of news reports and analysts of issues related to these areas.

Performance Expectations

BCP 2.1.1 Define the concept of an economic system

BCP 2.1.2 Compare types of economic systems and how they control the factors of production (resources) and competition; identify criteria that can be used to evaluate the success of an economic system

BCP 2.2 Content Standard: Students acquire knowledge of ethical behavior, social responsibility, and legal aspects of business that enables students to analyze consumers, employees, and employers' rights and responsibilities.

Performance Expectations

BCP 2.2.1 Explain the meaning of and compare/contrast statutory, common, and regulatory law

BCP 2.2.2 Explain how an individual develops a personal code of ethics and analyze situations that show the importance of ethics in the workplace

BCP 2.2.3 Distinguish business social responsibility from ethics

BCP 2.2.4 Analyze ways in which social, cultural, economic, legal, ethical, and political differences among nations affect international business

BCP 2.3 Content Standard: Students acquire knowledge of factors that bring about change in the business environment that enable students to analyze the factors that bring about economic, demographic, and social change.

Performance Expectations

BCP 2.3.1 Identify patterns of change in global economies and analyze how they could affect different industries

BCP 3 Business Finance

BCP 3.1 Content Standard: Students demonstrate an understanding of the role of financial management in the business process by making appropriate financial decisions.

Performance Expectations

BCP 3.1.1 Identify short-term (operating) expenditures and sources of short-term funds

BCP 3.1.2 Identify long-term (capital) expenditures and sources of long-term funds

BCP 3.1.3 Investigate how poor cash flow, inadequate expense control and under-capitalization affect a business

BCP 3.1.4 Explain the importance of financial planning and state what activities are part of the financial planning

BCP 3.1.5 Compare and contrast debt and equity financing

BCP 3.2 Content Standard: Students understand the functions of money and financial institutions.

Performance Expectations

BCP 3.2.1 Describe the functions and characteristics of money

BCP 3.2.2 Briefly outline the history of banking since the Great Depression

BCP 3.2.3 Define depository institutions and non-depository institutions and explain their role as financial intermediaries today and in the future

BCP 3.2.4 Describe the structure and functions of the Federal Reserve System

BCP 3.3 Content Standard: Students understand risk and strategies for risk management and apply the proper strategy to a situation.

Performance Expectations

BCP 3.3.1 Define risk management and outline the risk management process

BCP 3.3.2 Identify and describe the four basic strategies of risk management

BCP 3.3.3 Differentiate between insurable and uninsurable risks

BCP 3.3.4 Classify the basic types of insurance

BCP 3.4 Content Standard: Students understand the securities markets and the investment process.

Performance Expectations

BCP 3.4.1 Identify the types of marketable securities and the markets through which they are sold

BCP 3.4.2 Outline the process by which companies raise funds through stock issues

BCP 3.4.3 Identify different methods of placing orders and methods of financing purchases

BCP 3.4.4 Recognize how investing in securities can help meet financial goals

BCP 4 Business Organization

BCP 4.1 Content Standard: Students understand how business ownership decisions are made.

Performance Expectations

BCP 4.1.1 Identify the major forms of business ownership

BCP 4.1.2 Compare the advantages and disadvantages of the major forms of ownership

BCP 4.1.3 Explain the basic issues involved in choosing a form of ownership

BCP 4.1.4 Identify issues in corporate mergers and acquisitions

BCP 4.1.5 Explain the concept of franchising and other types of business organization

BCP 5 Business Management

BCP 5.1 Content Standard: Students understand the functions, roles, and skills of managers so that students gain insight into their personal and professional lives.

Performance Expectations

BCP 5.1.1 Define the scope of management and the functions of management

BCP 5.1.2 Identify the levels of managers

BCP 5.1.3 Describe the skills needed by managers and leadership styles of managers

BCP 5.2 Content Standard: Students identify the challenges of management in a diverse workplace.

Performance Expectations

- BCP 5.2.1** Explain, compare, and contrast the major theories of worker motivation
- BCP 5.2.2** Describe different methods businesses use to enhance job satisfaction, motivation, and diversity issues
- BCP 5.2.3** Explain the importance of human resource management
- BCP 5.2.4** Explain methods used by business to find and keep the best employees
- BCP 5.2.5** Review major government legislation affecting human resource management
- BCP 5.2.6** Describe the role of labor unions in the business environment

BCP 5.3 Content Standard: Students understand how management relates to achievement of organizational goals.

Performance Expectations

- BCP 5.3.1** Describe the importance of developing a corporate mission, setting goals, planning corporate strategy, and developing operational plans
- BCP 5.3.2** Compare the corporate strategies of companies in the same industry
- BCP 5.3.3** Identify how employee performance is tied to the goals of a company
- BCP 5.3.4** Compare the chain of command used by several different types of businesses
- BCP 5.3.5** Compare the advantages and disadvantages of centralized and decentralized authority
- BCP 5.3.6** Compare the advantages and disadvantages of different methods of departmentalizing an organization

BCP 5.4 Content Standard: Students explain the factors which must be considered in the production of goods and services of a business.

Performance Expectations

- BCP 5.4.1** Compare the production process used in several types of businesses

BCP 5.5 Content Standard: Students explain why an effective information system is so important to a company; explain how computers are used in business.

Performance Expectations

- BCP 5.5.1** Distinguish between data and information
- BCP 5.5.2** Compare different ways companies use information to achieve their objectives
- BCP 5.5.3** Classify the major types of computer systems used in business
- BCP 5.5.4** Identify the major elements of a computer system
- BCP 5.5.5** Explain the purpose of computer networks
- BCP 5.5.6** Illustrate a networked computer system
- BCP 5.5.7** Discuss current issues regarding computer security and privacy

BCP 5.6 Content Standard: Students understand the role small business plays in the U.S. economy; understand the factors which must be considered when starting a new business.

Performance Expectations

- BCP 5.6.1** Describe the economic role and impact of small businesses in the U.S. and local economy
- BCP 5.6.2** Explain the factors to consider in starting a new business
- BCP 5.6.3** Describe sources of help for the entrepreneur